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## **Canada**

### **Market Development Reports**

### **Pet Food Market Opportunities**

**2002**

Approved by:

**Norval E. Francis, Jr.**

**U.S. Embassy**

Prepared by:

Darlene Maginnis

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#### **Report Highlights:**

**Canadian interest in health and nutrition extends to pets.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Ottawa[CA1], CA

Opportunities for healthy pet foods are on the rise in Canada.

Everyone loves their pets, and Canadians are no exception. A recent article in *Grocer Today* magazine reports that Canadians' interest in a healthy lifestyle, which includes healthy eating, now extends to include the little ones in their household, their pets.

Consumers are still buying treats for their pets, but the demand for health-promoting dog and cat foods is increasing greatly. Sales of dog and cat treats have grown 13 percent in volume in the past year, while the value of dog and cat food sales have risen 5 and 6 percent, respectively (ACNielsen).

Pet food manufacturers have been responding to this increased demand for specialty petfood products by introducing new products with health-promoting qualities and improving on other mainstay products. Heinz has relaunched and improved its Techni-Cal Solutions dog food, which is designed specifically for dogs with health problems.

Ralston Purina has introduced new specialty products as well. Last year, they launched Purina Cat Chow Special Care For Hairball Control and Purina Dog Chow Little Bites.

The Pedigree line of dog food has introduced three new specialty treats: Breath Buster, which uses parsley and eucalyptus oil; Joint Care meat snacks; and Jumbone, an edible alternative to a rawhide chew toy.

Proctor & Gamble won the Canadian Grand Prix New Product Award in 2001 for its Iams dog and cat foods. The Iams line consists of products for all pet life-stages; babies, adults and seniors, as well as a formula for overweight pets.

The British-Columbia-based Fargo Group, Inc. has found success in specialty pet food stores with its FarMore brand of natural fresh-frozen dog food and vitamin and mineral supplements. FarMore is now sold in over 100 specialty channels in Western Canada and the U.S., and the company's founder and CEO, Richard McCulloch, is working to place his products in the organic section of retail grocery stores.

Canadian consumers are willing to pay a premium to give their pets the best products to promote health and good nutrition, and pet food manufacturers are meeting the demand with high-quality, innovative products.

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<b>CA2001</b>	<b>Organic Food Industry Report</b>	<b>01/04/02</b>